

## I & PR Minister inaugurates Fixed Audio System project in Shillong

**Shillong, January 25, 2021:** Information and Public Relations Minister, Meghalaya, Shri. James P K Sangma today inaugurated the Fixed Audio System (FAS) at the office of the Directorate of Information and Public Relations, Shillong in the presence of Secretary, I &PR, Smti. M War Nongbri, officers and staff of DIPR.

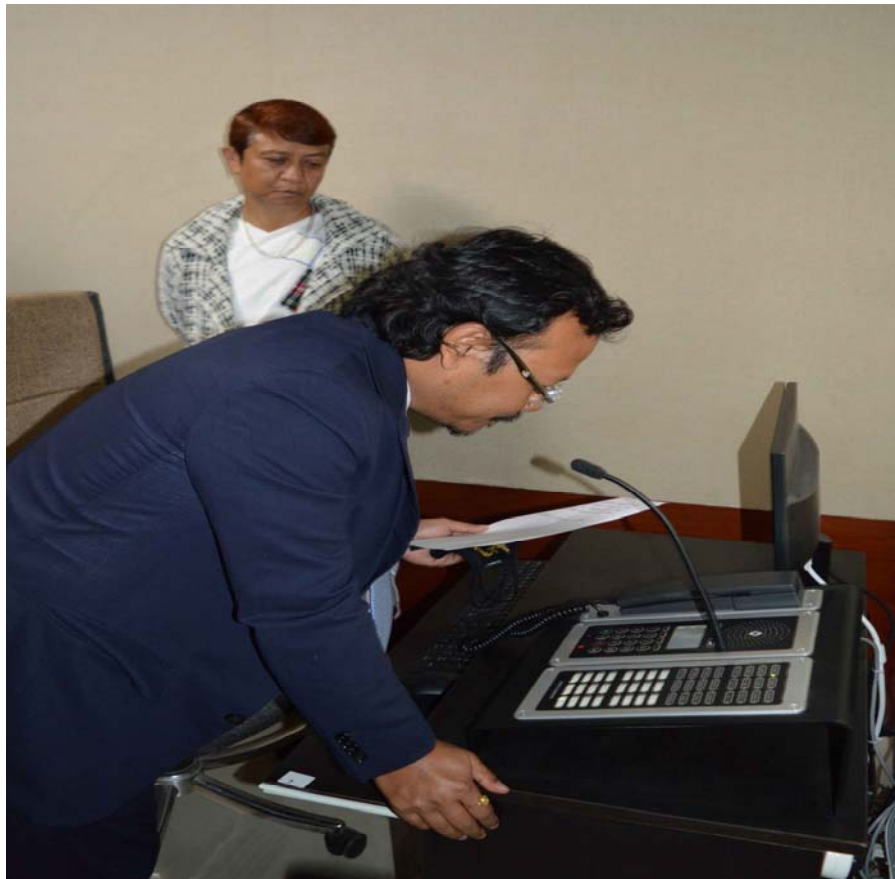
The Central Control Centre for the FAS project in Shillong is at the office of the DIPR, Lower Lachumiere, Shillong and in addition to the Central Control Centre, the system is installed in 22 other locations in and around Shillong City. The system will facilitate information flow in one direction from the Central Control Room to the citizens of Shillong and its suburbs.



In his speech, Shri. Sangma said that as a press and publicity wing of the Government, DIPR plays a crucial role in the day to day functioning of the Government at various levels with the activities, programme and policies of the Government being made available to the citizens of the State through various units of the Department. The COVID-19 pandemic has put the Department in a very tough position as it has to struggle to deliver timely information to the public with only the existing tools, he said. Therefore, the government felt the need to upscale the department with the state-of-the-art system by leveraging on the technology available at our dispensation, he added. The Minister said that the FAS Project, which is being inaugurated today, forms part of the multi-pronged strategy of information dissemination by the Department particularly during law and order situations wherein important announcements including imposition of curfews etc

are to be caused in a prompt and effective manner. With the commissioning of the Fixed Audio System (FAS) Project, it will further supplement the already existing means of information dissemination by the Department, viz issuance of Press Releases & Advertisements through the Media, Mobile Announcements and others, he said.

While lauding the efforts put in by the officers and staff of DIPR in successfully implementing the project, he expressed hoped that the department will continue to effect more reforms and introduce other innovative interventions in our collective endeavour of serving our people to the best of our capabilities.



According to Smti. Nongbri, the Fixed Audio System project in Shillong city and its suburbs, which amounts to Rs. 1, 59, 34,248/- is a publicity tool which shall supplement the existing methods adopted by DIPR for timely dissemination of important Government information to its citizens, especially during law and order situations and natural disasters.

She said that the USP of the FAS is that in this system, each Internet Protocol (IP) based speaker can be addressed individually or sector wise, meaning that announcements can be made to a single speaker or a selected group of speakers as per the needs and requirements.

She expressed hoped that more such innovative interventions like the FAS project will be introduced in the future as part of the efforts by the Department to further amplify the means of disseminating important information of the Government to the people of the State.

Deputy Director, Information & Public Relations, Shri. R Nongkhlaw proposed the vote of thanks.